

CD70-OWI-002

Revision E

EFFECTIVE DATE:05/15/03

ORGANIZATIONAL ISSUANCE

CD70

Procedure for Responding to Media Queries

APPROVING
AUTHORITY

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05/15/03

CHECK THE MASTER LIST-
VERIFY THAT THIS IS THE CORRECT VERSION BEFORE USE

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DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Canceled)	Document Revision	Effective Date	Description
Baseline	Baseline	9/8/99	
Revision	A	11/10/99	Rev. Applicable Documents
Revision	B	03/01/00	Rev. Applicable Documents
Revision	C	04/24/01	Rev. Applicable Documents
Revision	D	05/22/02	Rev. Applicable Documents
Revision	E	05/15/03	General Revisions

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1. PURPOSE

This instruction establishes the procedures and responsibilities performed by the Media Relations Department (CD70) that relate to responding to queries from the news media. This instruction extends information from the Marshall Management System (MMS) and defined by the Marshall Management Manual MPD-1280.1.

The purpose of this instruction is to document the process by which the Media Relations Department conducts business specifically in responding to queries from the news media.

2. APPLICABILITY

The procedure applies to the following in-scope activities under the cognizance of the Media Relations Department responding to queries from the news media regarding the Marshall Center, its people and activities.

3. APPLICABLE DOCUMENTS

Use current revisions unless there is overriding authority.

MPD-1280.1 *Marshall Management Manual*

3.1 Reference Document List.

Use current revisions unless there is overriding authority.

MPD-1380.1 *Release of Information to News and
Information Media*

CD01-OWI-001 *CaER Directorate Organizational
Document
Control Process*

4. DEFINITIONS

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Media Query - Any question or request for information or for an interview posed by a duly credentialed member of the news or information media.

CaER - Customer and Employee Relations Directorate

Responsible PAO - The Marshall Center Public Affairs Officer within the Media Relations Department with assigned responsibility for a program area or task.

5. INSTRUCTIONS

5.1 Responding to Queries from the News Media.

- 5.1.1 Recipient of the news media queries will record the name, affiliation, phone number, fax number and desired information of the requestor, and determine if it is in his or her area of responsibility. If so, the recipient will respond to the query according to the instructions in the procedure; if not, he or she will contact the responsible PAO and provide him or her with the information detailed above to be acted upon.
- 5.1.2 The responsible PAO will respond to the media query with the requested information as soon as possible, and no later than one workday after receipt of the query. If there are extenuating circumstances preventing the release of information in one day, the responsible PAO and the requestor will agree on a suspense date for the response.
- 5.1.3 The responsible PAO will determine if the requested information is releasable. This determination will be made according to the following criteria: Would the information be released if requested under the Freedom of Information Act (FOIA)? If so, the information is releasable; if not, it is not.

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5.1.4 If the responsible PAO is in doubt as to the releasability of the information, the PAO will consult the CD70 supervisor; after they confer, the responsible PAO will contact the Chief Counsel's Office for advice on the releasability of the information under FOIA, if necessary.

5.1.5 If the requested information is releasible but is sensitive or controversial, or if the requestor is a member of the national news media, the responsible PAO will confer with his or her supervisor and NASA Headquarters Code P counterpart prior to releasing the information. The responsible PAO also will confer with the MSFC organization the information relates to, prior to its release.

5.1.6 The information may be released in writing or orally, as appropriate. An interview with a subject matter expert or responsible official may be the preferred or only way to answer the query. If so, the responsible PAO will arrange the interview and monitor it if appropriate.

5.1.7 The responsible PAO will record the query and the response in the CD70 Daily Update both at the time of receipt and after responding.

6. NOTES: None

7. SAFETY PRECAUTIONS AND WARNING NOTES: None

8. APPENDICES, DATA, REPORTS, AND FORMS: None

9. RECORDS: None

10. TOOLS, EQUIPMENT, AND MATERIALS: None

11. PERSONNEL TRAINING AND CERTIFICATION: None

12. FLOW DIAGRAM: None

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